

## Summary

**Subject of matter:** organization of marketing research and monitoring of customs services

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**Customer organization:** Customs.

**Topicality of the research:** First, the marketing of customs services, including marketing research and monitoring, are relevant in today's economy. Secondly, for the development of a modern system of customs administration, it is necessary to investigate the conjuncture of the Russian market of goods and services, have flexible self-organization and adaptation to market structures, and be receptive to innovation. In this regard, marketing research and monitoring are of particular importance. Third, customs services are an important service, the value of which is difficult to overestimate.

**Objective:** is to develop practical recommendations aimed at improving the practice of organizing marketing research and monitoring of customs services.

**Object** of the study is the customs services marketing system.

**Subject** of the study is the processes of organizing and conducting market research and monitoring of customs services.

**Results of the research:** Customs services are a set of actions that are to be performed by the customs authorities in order to ensure the movement of goods and vehicles across the customs borders of states, with the promotion of goods from the seller to the buyer in accordance with the requirements of these states.

The peculiarities (properties) of customs services are: intangibility, the indissolubility of the technology of production and consumption variability, the inability to store them, the foreign economic activity participant can not use the services of other organizations, as these services are provided by customs

authorities in the area of activity of which the participants of foreign economic activity carry out their activities (monopoly services ).

**Recommendations:** The essence of the concept of service-oriented customs administration is the creation of an organization (a system of customs bodies) adequate to the modern Russian market and the mechanism for its adaptation to changes in the needs of traders in the sector of state customs services.

The most significant condition for improving the quality and effectiveness of the management system is the creation in it of a really functioning feedback mechanism linking the service consumer to each of the levels of the management system.

The monitoring methodology proposed in the final qualification work includes a number of consecutive stages (organizational, research, analytical, reporting and information, and the step of adopting a corrective management decision), as well as measures to create an information monitoring system and assess the quality of the provision of customs services on the basis of the proposed survey tool for participants in foreign trade activities and processing the results.